

3 VISION, GOALS AND OBJECTIVES

This chapter outlines the vision and describes the goals and objectives for the East Valley/680 Communities Neighborhood Improvement Plan. The vision, goals and objectives were crafted to reflect the input of residents and business owners of East Valley/680 Communities.

A. Vision

The residents of this community recognize that their neighborhood currently has many assets that they wish to preserve and build upon, including good access to transit, freeways, and areas to shop; the Hillview Library and the Hank Lopez Community Center; and above all, a strong commitment on the part of all residents to improve the areas in which they live.

The residents also recognize that there are many areas where their neighborhood could improve. The residents of East Valley/680 Communities envision a future where:

- It is safe and easy to walk on neighborhood streets;
- Housing is high quality, attractive and affordable;
- Residents and merchants are secure from the threat of criminal and gang activity;
- Private properties and public areas are well-maintained, well-lit, attractive and clean;
- There are adequate community facilities and supporting services for people to interact, socialize and learn;



Children playing at Arbuckle Park

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- There are adequate open space, park and recreational opportunities for the community, especially for children;
- There are businesses that support and foster a sense of community.
- There are good schools providing quality educational experiences for children and adults.
- People work together to support each other to improve our communities.
- Augment the existing City graffiti clean-up program;
- Repair and maintain sidewalks and streets;
- Maintain and replace street trees;
- Encourage residents to cooperate with the street sweeping program to increase its effectiveness;
- Remove abandoned and inoperable vehicles from streets and properties;
- Improve drainage in the area.

B. Goals and Objectives

The community members of East Valley/680 Communities have developed a set of goals and objectives to achieve their vision of a safe, attractive and vital neighborhood. The goals formulate the long-term vision for the area, while the objectives represent specific ways of achieving the associated goals. Taken together, these goals and objectives bring to life the vision for the East Valley/680 Communities area.

1. Improve the overall appearance of the neighborhood.

- Maintain, improve and increase street lighting;
- Develop an anti-litter and recycling outreach program;

2. Improve pedestrian and bicycle safety circulation throughout the area.

- Increase pedestrian and vehicular safety through traffic calming;
- Improve safety for pedestrians around schools;
- Increase access for people using wheelchairs, carts and strollers throughout neighborhood;
- Improve connections within the East Valley/680 Communities area so community members can safely and easily travel to work, school, home and leisure activity destinations;
- Increase bicycle lanes throughout the area.

3. *Enhance the condition and appearance of housing and businesses in the East Valley/680 Communities SNI area.*

- Increase funding sources for home improvement and exterior repainting needs;
- Provide tenants and landlords with information needed to improve dwelling units.

4. *Ensure that there are safe, attractive places for children to learn and play, and the community to interact.*

- Improve existing park facilities;
- Develop new park and recreation facilities;
- Improve community and homework centers;
- Develop new community facilities;
- Improve facilities at existing schools.

5. *Increase the stock of high quality housing that is affordable to low- and very low-income households, especially to seniors and families.*

- Build more affordable housing;
- Create incentives for developers to build more affordable housing;
- Work to ensure access to affordable housing for local residents, including families;

- Include community uses in new housing projects to meet local neighborhood needs;
- Ensure high-quality management of affordable housing projects.

6. *Create and strengthen community pride.*

- Promote formation of new neighborhood associations and business associations in areas where they do not exist;
- Build capacity of existing neighborhood associations;
- Promote communication and coordination among the East Valley/680 Communities neighborhood associations and the business associations in and around the area.

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